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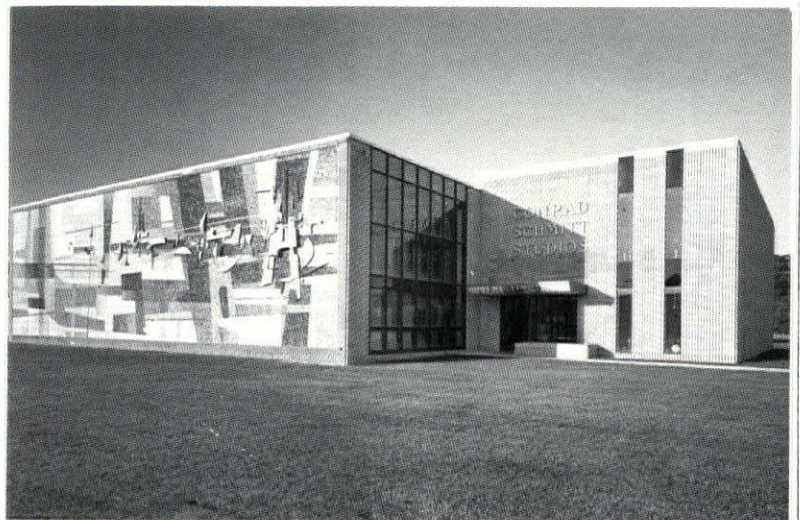
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VOLUME 45, NO. 9
JANUARY 1975

Wisconsin Architect is the official publication of the Wisconsin Chapter, The American Institute of Architects, published by Wisconsin Architect, Inc.

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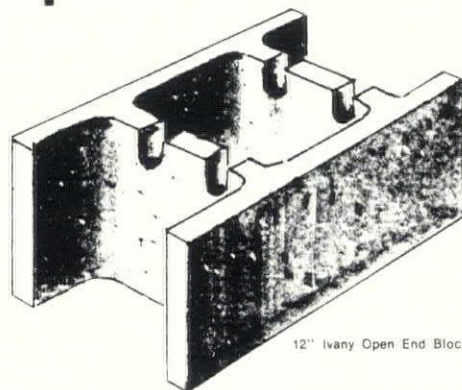
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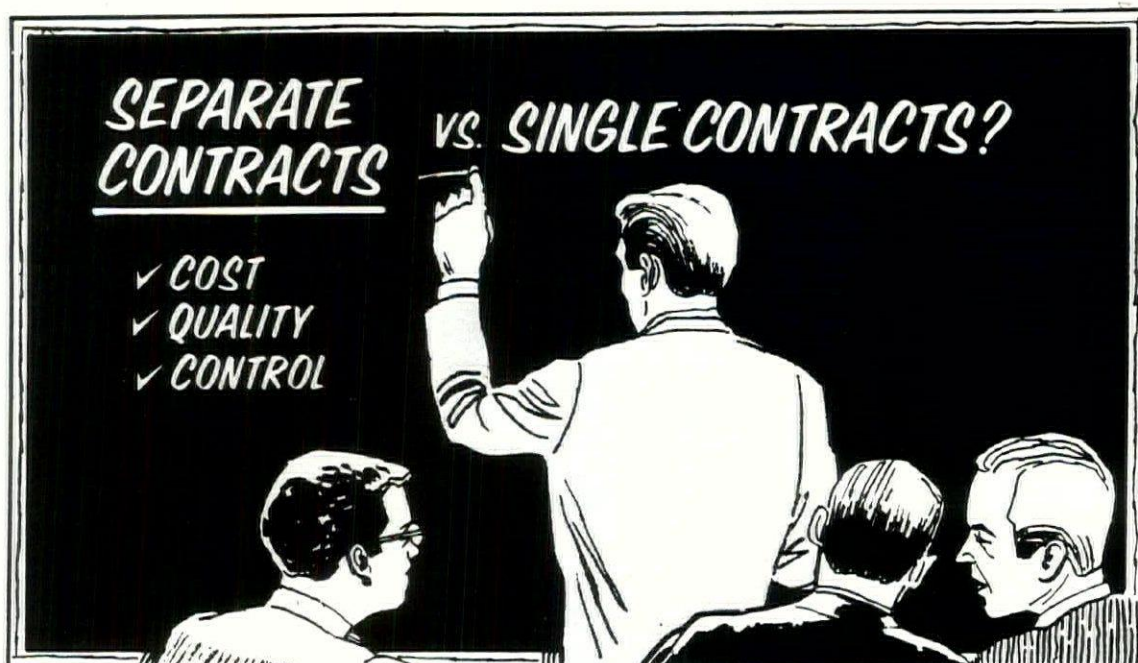
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THE PUNCH LIST

WISCONSIN CHAPTER A.I.A.



A.I.A. ATTACKS ECONOMY

A communique received by Regional Director, George A. D. Schuett, A.I.A., from President of the Institute, Chick Marshall, F.A.I.A., reflects action brought about in response to the National Directors push for providing more direct services to the membership. The communique is as follows:

"The January 6-7 Charette on the severe impact of current economic recession upon the architectural profession has just concluded at A.I.A. Headquarters with the following major results:

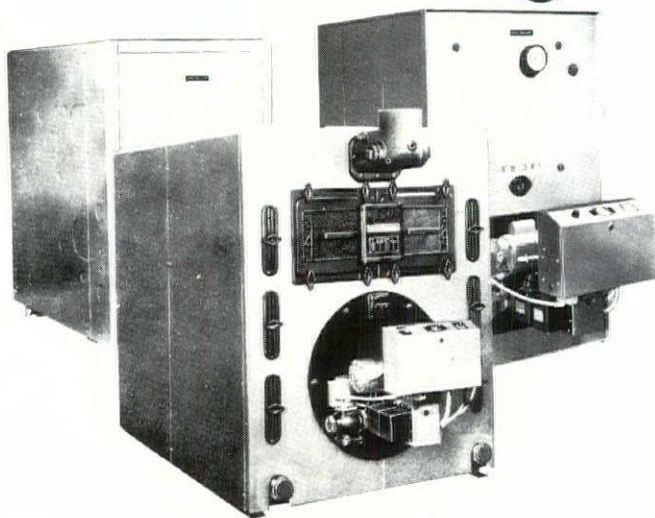
1. All Institute programs and activities should be re-evaluated and first priority emphasis given to assisting Institute members weather these troubled times.
2. A.I.A. should immediately play an active role in the public arena at National, State and local levels to try to produce immediate increases in the market for architectural services in ways consistent with the overall public interest.
3. A.I.A. should immediately provide a "survival kit" of ideas produced by the charette direct to every member and serve henceforth as a clearinghouse and dispenser of such information.

I personally concur completely and have arranged immediate action to implement these and other detailed charette results. A bulletin will go to every A.I.A. member by "First Class" mail on Monday, January 13. Grassroots is being re-aligned to place added emphasis on surviving economic conditions.

We are encouraged by the possibilities we see in the survival ideas in the Federal Government's current unallocated design requirements, and particularly by the esprit of the entire A.I.A. Staff in attacking these problems.

I ask that you personally assist by informing A.I.A. members of these steps and by expressing your direct assurance as a part of the top Institute leadership that our entire approach and emphasis is conditioned by this top priority concern."

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**WELD
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In line with the above actions by National A.I.A., the W.A.I.A. will offer a new training lab on "How to make it through hard times". This lab deals with forecasting the outlook for firms during an economic downturn, as well as assessing realistic potentials for success along different options, and creating profitable options for action. Members should be receiving registration materials in the mail shortly. The lab will be conducted Saturday, February 15, 1975, at Stouffers Top of the Marine, 111 East Wisconsin Avenue, Milwaukee, Wisconsin. Registration fee for A.I.A. members will be \$50.00, and for non-members, \$75.00. For more information, call the Chapter Office at (414) 276-2250.

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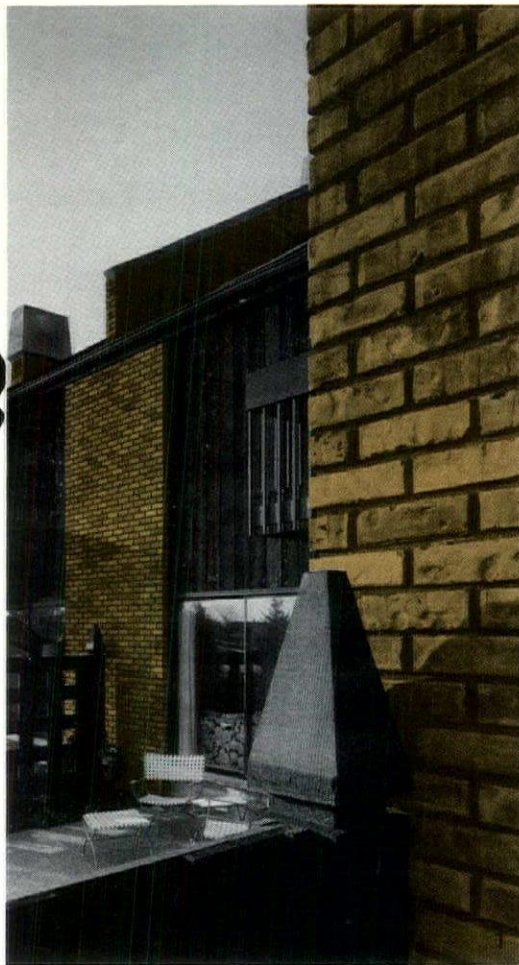
In the economic bulletin issue of the A.I.A. MEMO, dated January 1975, which was sent to all Corporate members, a listing of new and expanded services which must be looked at by architects, was given. It is worth repeating again here for those Corporate members, and also Professional Associate, and Associate members who do not receive the A.I.A. MEMO: "Architects can find and take advantage of the many opportunities open to them for performing services that they are qualified to do, but have not done traditionally. They include:

- Consulting with cities in preparing Community Development plans and programs
- Retrofitting to make existing buildings energy-efficient
- Conducting feasibility studies for adapting old buildings to new uses
- Consulting with financial institutions to review projects they are considering funding
- Conducting space management studies for corporations and institutions
- Designing interiors
- Preparing Environmental Impact Statements
- Conducting research in a broad range of design and environment-related fields
- Conducting post-occupancy evaluation studies
- Construction management

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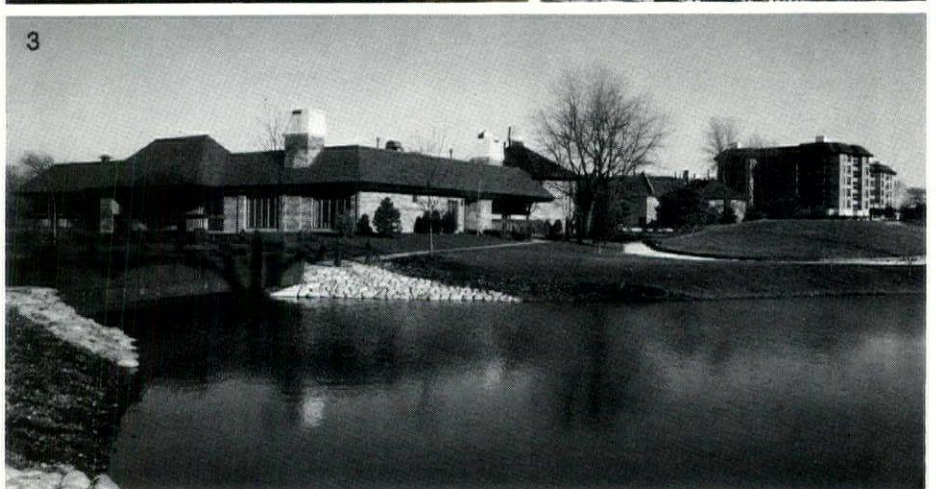
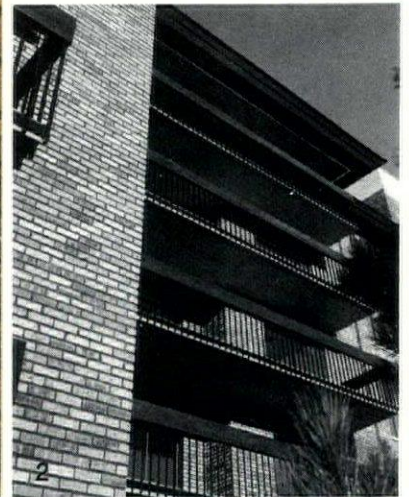
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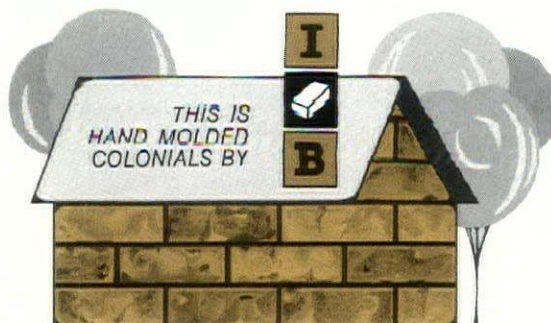
1 Rear elevation detail, Mission Hills Town Homes

2 High rise condominiums, Mission Hills

3 A panorama of clubhouse and residential structures, Mission Hills Country Club Village Northbrook, Illinois



Mission Hills Country Club Village
Northbrook, Illinois
Architect: Salvatore Balsamo & Associates, Inc.



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The new Compensation Management Guidelines for Architectural Services to be published in February, will certainly add to your help in determining compensation for all services. A seminar is being planned for a part of the W.A.I.A. Convention on this subject. Look for more information re: CONVENTION '75.

NATIONAL CONVENTION RESOLUTIONS

W.A.I.A. has been notified that the deadline for submission of resolutions to be acted upon at the 1975 Convention is February 14, 1975. The chapter executive committee meets February 13, to consider any resolutions that should be brought before the Resolutions Committee of the A.I.A. Resolutions will be acted upon by the Convention to be held May 18 - 22 in Atlanta, Georgia.

NEW SOUTHEAST SECTION OFFICERS:

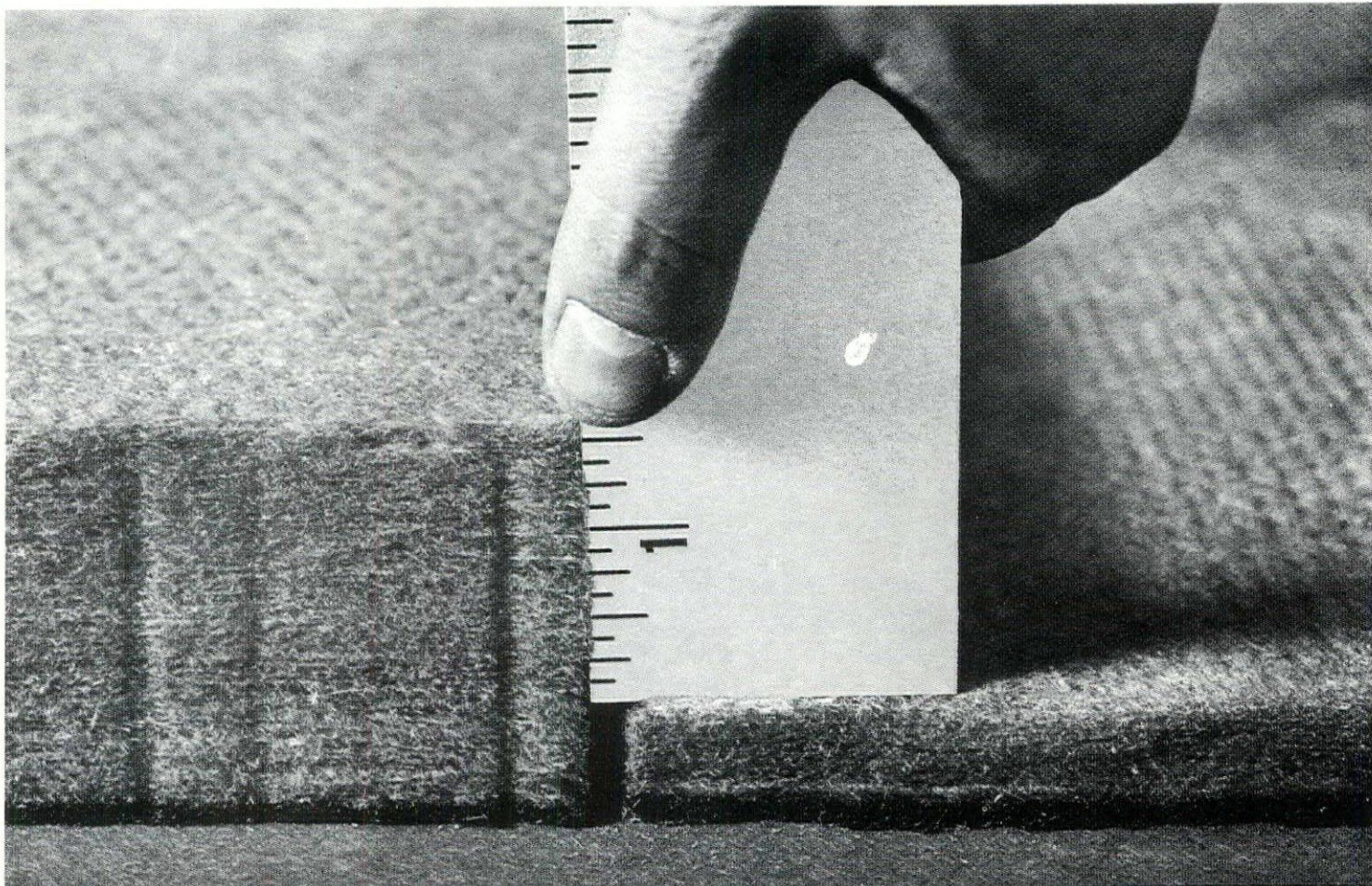
The Southeast Section had their elections in January, and their new Officers were not included with the other sections in this past issue. Newly elected Officers for the Southeast Section for 1975 are:

Thomas M. Slater, A.I.A., President
 John H. Simonitsch, A.I.A., Vice-President
 Richard M. Woods, A.I.A., 2nd Vice-President
 Jerome A. Kowalski, A.I.A., Secretary/Treasurer

CONVENTION '75

Keep the dates of April 22 - 24 open for the 1975 W.A.I.A. Convention at The Abbey on Lake Geneva in Fontana, Wisconsin. John Jacoby and his committee are actively putting together what will be an exciting event for all members. Just a note . . . the party event will include an opportunity for local talent in a professional setting. If you are a piano player, or singer, and want to join in a real fun night, contact Claude Gagnon of Wisconsin Face Brick, phone (414) 353-6060, exhibitor member of the 1975 Convention Committee, or contact John Jacoby, Chairman, or Alan Carlson.

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For Further Information Contact —
Jeff Pollack
or Evan Hand

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Also, 10 additional booths to be presented as a special series of offerings by the Mason Contractors Association of Milwaukee will be added to the above list shortly.

**COMPETITION
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The 1975 Red Cedar Shingle & Handsplit Shake Bureau/AIA Architectural Awards Program has just been announced to more than 50,000 architects throughout the United States and Canada.



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As was done in 1973, the program is being conducted to honor architects of projects demonstrating design excellence and significant functional or aesthetic uses of cedar shingles or shakes.

Co-sponsored again by the American Institute of Architects and the Cedar Bureau, the program has been approved by their Boards of Directors and is open to all architects or teams of architects who have completed projects utilizing cedar shingles and/or shakes after January 1, 1970.

Categories of the 1975 Architectural Awards Program include residential single-family, residential multi-family, vacation homes, commercial/institutional, interiors and remodeling/restoration. First awards and merit awards are available in each of the six categories. Certificates of participation will be presented to all program entrants.

The jury consists of three distinguished architects — John Hackler, FAIA, Peoria, Illinois (chairman); Victor Christ-Janer, AIA, New Canaan, Connecticut; and Gordon Bradley, AIA, Honolulu, Hawaii.

Entry forms are due May 26, 1975 . . . entries July 7. They will be judged on July 24-25 and winners will be formally announced at the Annual Meeting of the Bureau to be held in Seattle on September 19, 1975.

Entry forms, rules and information may be requested by writing Red Cedar Shingle & Handsplit Shake Bureau, Architectural Awards Program Department, 1143 Washington Building, Seattle, Washington 98101.

SYMPOSIUM ON PLANTS

The Society of American Florists will sponsor a symposium on the use of living plants in the interior environment to be held June 22-24, 1975 at the Crown Center Hotel in Kansas City, Missouri.

The purpose of the symposium, titled " . . . from the plants' point of view", is to bring together those involved in the specification of interior planting, such as architects, interior designers, and landscape architects, with those concerned with the production, installation, and maintenance of living plant material. The widespread use of plants in commercial interiors such as office buildings, hotels, and shopping malls, has created a need for closer coordination among these professions to insure aesthetic as well as functional success for a project.

		
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Noted professionals involved in the design and execution of interior plantings will discuss such topics as the man/plant relationship, building design for the use of plants, interior design with plants, selection of plants, plant availability and new varieties, cultural conditioning, and interior garden maintenance. The symposium will be highlighted by an educational exhibit using a wide variety of living plants to show how they add harmony and personality to various commercial interiors.

The Crown Center Hotel was chosen as the site for this symposium since it offers a splendid example of an interior garden complete with waterfall.

For additional information on the symposium, contact John Blake at the Society of American Florists in Alexandria, Va. at (703) 836-8700.

The School of Architecture and Urban Planning at the University of Wisconsin - Milwaukee is seeking applicants for the position of Dean of the School, to succeed John Wade, AIA, Dean since 1968, who has announced his resignation effective with the end of the fiscal year, June 30, 1975.

**UWM/SAR
SEEKS
NEW
DEAN**

The School offers three degree programs: a B.S. in Architectural Studies, a Master of Architecture, and a Master of Urban Planning. The Urban Planning degree was initiated during the Fall, 1974, and a final approval of the departmentalization and a change of name which will reflect the offerings in both architecture and urban planning is now pending. Both the Architecture and Urban Planning programs in the School can be characterized by:

1. An interdisciplinary approach to education, with faculty from a broad range of disciplines.
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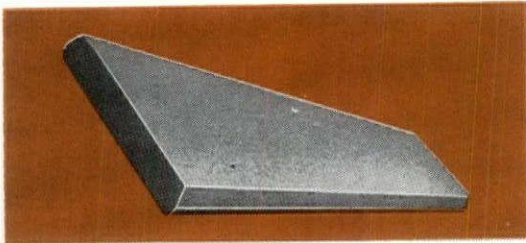
A Search and Screening Committee, which has been formed, invites nominations and applications for the position. Candidates should have administrative experience, an interdisciplinary view of both architec-

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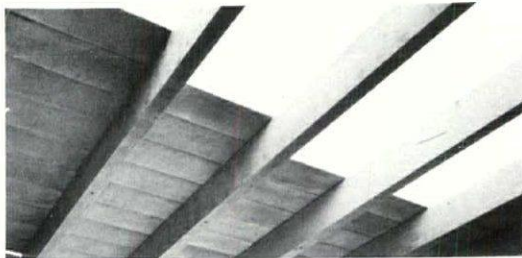
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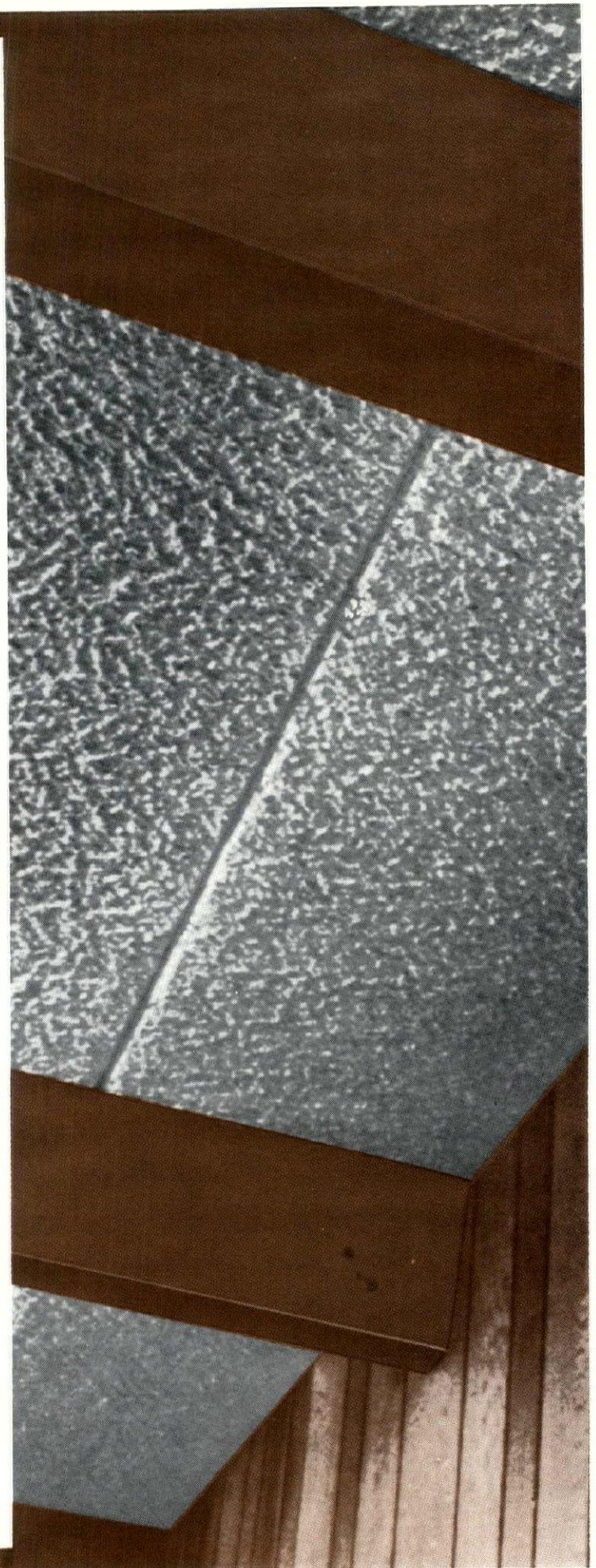
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ture and planning, and a research orientation. They should also have a history of meaningful personal accomplishments, as well as a record of contributing to the development of their associates and a willingness to work within a decentralized decision-making framework.

Applications or recommendations, accompanied by resumes, should be sent to:

Professor Damie Stillman, Chairman
Search and Screening Committee for
Dean of the School of Architecture
Sandburg Hall W 1340A
The University of Wisconsin - Milwaukee
Milwaukee, Wisconsin 53201

**UWM/SAR
STUDENTS
IN
LONDON
PROGRAM**

The Department of Architecture at the University of Wisconsin - Milwaukee has 24 students living and studying in London for the spring semester. The program, headed this year by Associate Professor Tim McGinty, includes studying architecture in England as well as the city of London. Assistant Professor Wayne Attoe is taking time out from a leave of absence to join the group to deliver a course on the history of London as part of the course work.

The program is running on a shoestring budget with students paying regular tuition fees at UWM as well as paying for their own transportation and housing in London. The school is providing funds for several honorariums to bring English architects into the program as lecturers as well as paying for part of the transportation expenses of the faculty. Professor McGinty said the budget is very tight and the School is looking for funding to fill in where the University cannot. This year the program could use \$200-\$500 to help with expenses like renting projectors, buying supplies, maps, and a few relevant books that cannot be ordered through the University. In addition the school is looking for ongoing funds from individuals or a firm of about \$1000-\$1500 a year to cover some transportation expenses and to cover other costs for supplies and honorariums not assignable to the University.

The program is informally co-ordinated with the School of Architecture of the University of Nebraska which offers a similar program. The Nebraska program is funded by an architectural firm that previously had donated funds for the travel expenses of a single student. The firm

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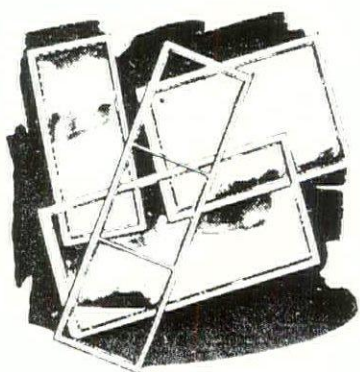


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decided that by funding one faculty member's transportation expenses they could provide the stimulus for 20-30 students to travel and study abroad for credit thus increasing the impact of a relatively small contribution.

The program runs from January 13 - May 18 in London. Anyone wishing to find out more about contributing to the program should contact Professor Bob Beckley, Chairman of the Department of Architecture.

Anyone visiting London this spring is invited to stop in and say hello. The group will be housed and studying at 14 Vicarage Gate, Kensington, London W.8, England.

RECENT MEMBERSHIP ACTIONS

The following new members were recently approved by the W.A.I.A. Executive Committee:

Elwood C. Barthel was approved for Corporate membership of the Northeast Section

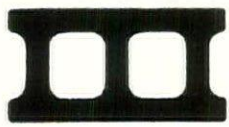
Bruce J. Angeli was approved for Professional Associate membership of the Southeast Section

Paul F. Dinkins was approved for Professional Associate membership of the Northeast Section

James E. Knothe was approved for Professional Associate membership of the Western Section

The following resignation was received and approved:

Stephen M. Playter, Corporate member of the Northern Section



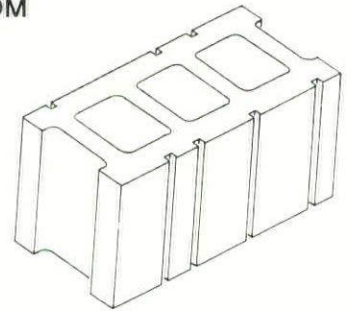
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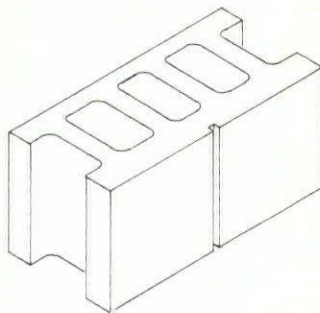
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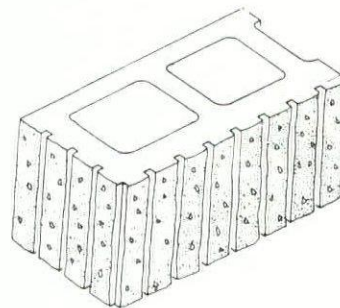
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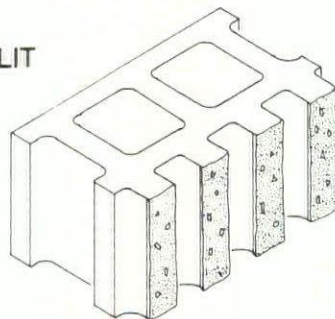
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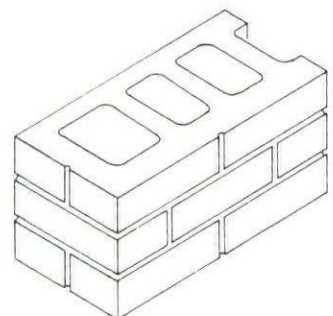
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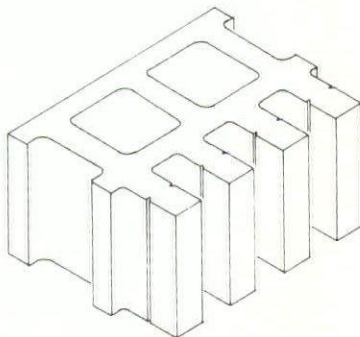
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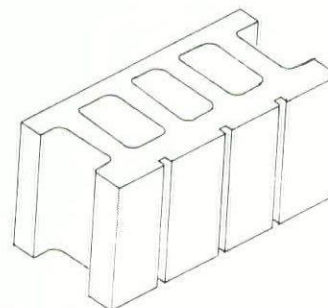
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DATE	EVENT	LOCATION
February 3	Deadline: W.A.I.A. Honor Awards Applications	Chapter Office Milwaukee, WI
February 6-7	UW-Extension, Continuing Ed. - Build-Up Roofs	Madison, WI
February 8	W.A.I.A. Awards presentation at Wisconsin News Photographers Convention	Park Motor Inn Madison, WI
February 10-15	UW-Extension, Continuing Ed. - A Systematic Approach to Building Material Evaluation & Selection	Madison, WI
February 13	W.A.I.A. Executive Committee Meeting	
February 15	A.I.A. Continuing Ed. Training Lab - "How to make it through hard times"	Stouffer's Top of the Marine, Milwaukee, WI
February 17	Deadline: W.A.I.A. Honor Award Brochure submittal	Chapter Office Milwaukee, WI
February 20-21	UW-Extension, Continuing Ed. - Wisconsin Building Code Refresher	Madison, WI
February 25	Western Section Meeting - Mini-Seminar "Schematics and Design Seminar"	West Side Club Madison, WI
March 13	W.A.I.A. Executive Committee Meeting	
March 17-18	UW-Extension, Continuing Ed. - "Soil Testing"	Wisconsin Center 702 Langdon St. Madison, WI
March 25	Western Section Meeting - Contract Document Seminar, A.I.A./C.S.I.	Madison, WI
March 26-27	UW-Extension, Continuing Ed. - "Masonry Construction"	Madison, WI
April 22, 23, 24	W.A.I.A. ANNUAL CONVENTION	The Abbey on Lake Geneva Fontana, WI

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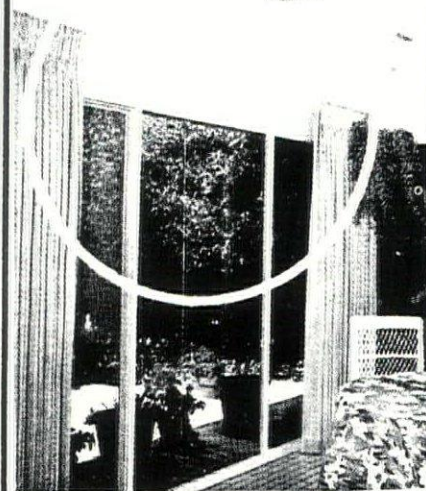
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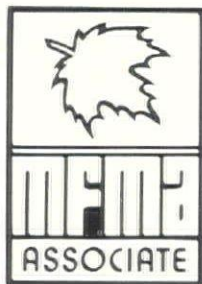
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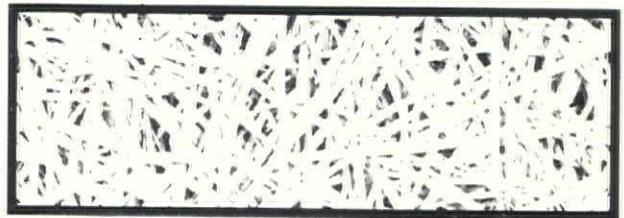


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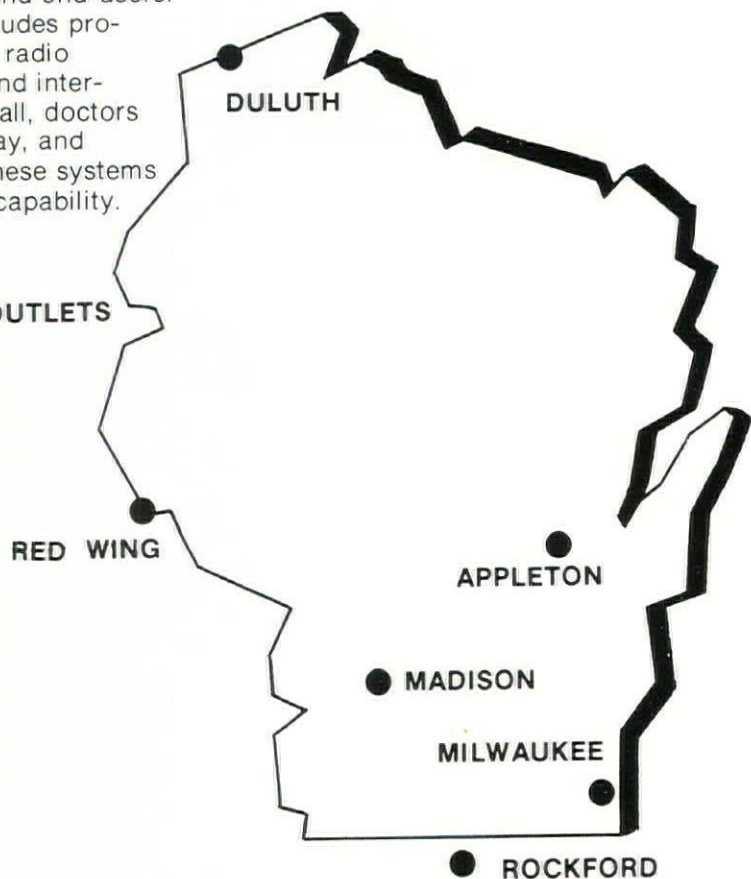
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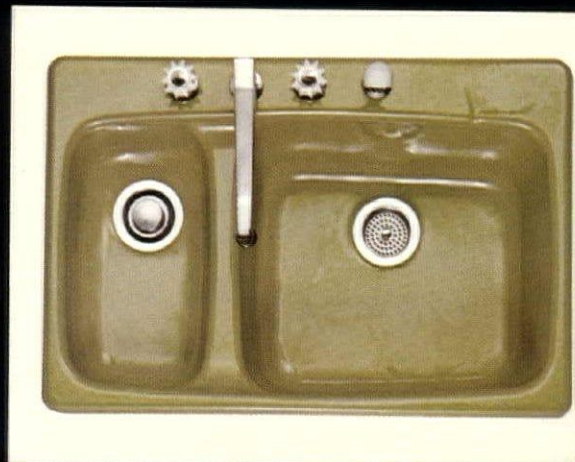


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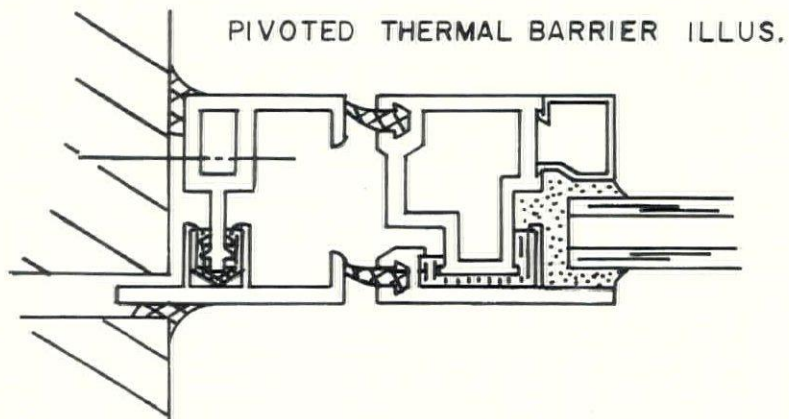
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Volume 45, No. 9

January 1975

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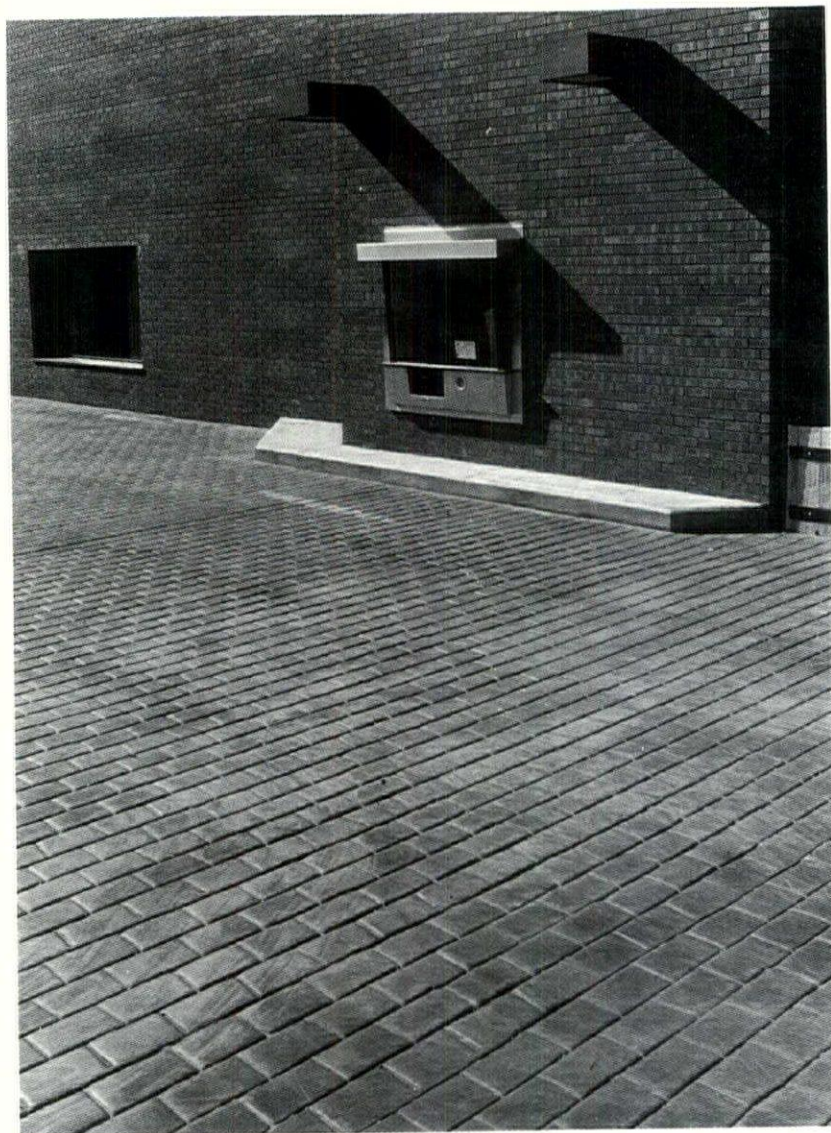
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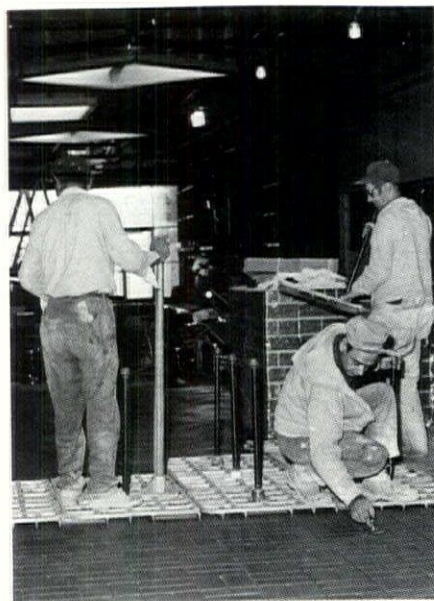
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